Karl Jobst

APPROACH HER NOW

How to GET OVER your fear of APPROACHING WOMEN

Why you are reading this book

I believe that if you are reading this book you would like more women in your life. You want to become a more attractive man and you would like to be able to date the women of your choice. You may be lonely, seeking a companion, or you may just be looking to date more women than you currently are.

I also believe that if you are reading this book then you know the value of being able to approach women. Not only for the fact that you can meet more women if you approach more, but also for the fact that if we approach a lot we will naturally learn and become better at it. Most of the dating advice currently available does a good job at teaching men the most effective ways of approaching women.

Finally, I believe that even though you want more success with women, and even though you know the importance of approaching a lot of women in order to achieve that goal, there is something stopping you. You are not currently taking the action you know is necessary to achieve the results you ultimately want.

If you are reading this book it means that you want a solution. You want to be able to go from a man that cannot approach women to a man that can approach any women, anywhere, any time, and any way he wants. You understand that if you are able to make this change success is almost guaranteed. Because just like any skill, practice makes perfect. And if you practice a lot, you will become good... very good.

I will help you. I will give you the solution you have been looking for. If you understand the concepts I am about to teach you and follow the advice in this book you WILL achieve your goals. If you apply the principles I am going to share with you your life will change faster than it ever has before.

I know what you are going through and I know the path that leads to success. Follow me.

Online Coaching

Would you like to receive individual coaching from me personally?

Do you have questions relating to your specific situation that you would like to ask me?

Do you have a unique problem that you're not sure how to overcome?

Visit www.approachhernow.com/approachanxietycoaching/ to find out how to get coaching from me directly.

Receive Skype Coaching Here

CLICK THE BUTTON ABOVE TO BOOK YOUR ONE-ON-ONE COACHING SESSION WITH ME.

Don't get me wrong, if you follow the advice in this book you WILL destroy your approach anxiety. But if you really want results as quickly as possible you can receive direct advice and feedback from me personally. Yes, get coaching directly from ME via Skype.

Visit www.approachhernow.com/approachanxietycoaching/ to book your first 50 minute Skype session with me.

All students get one month of unlimited e-mail support with each coaching session.

If you're serious about overcoming your approach anxiety there is no better way than to add personalised coaching to the advice you're about to receive in this book.

Copyright and Disclaimer

All contents copyright © 2014 by Karl Jobst and www.approachhernow.com. All rights reserved. No part of this document or accompanying files may be reproduced or transmitted in any form, electronic or otherwise, by any means without the prior written permission of the publisher.

This eBook is presented to you for informational purposes only and is not a substitution for any professional advice. The contents herein are based on the views and opinions of the author and all associated contributors.

While every effort has been made by the author and all associated contributors to present accurate and up to date information within this document, it is apparent technologies rapidly change. Therefore, the author and all associated contributors reserve the right to update the contents and information provided herein as these changes progress. The author and/or all associated contributors take no responsibility for any errors or omissions if such discrepancies exist within this document.

The author and all other contributors accept no responsibility for any consequential actions taken, whether monetary, legal, or otherwise, by any and all readers of the materials provided. It is the reader's sole responsibility to seek professional advice before taking any action on their part.

Readers results will vary based on their skill level and individual perception of the contents herein, and thus no guarantees, monetarily or otherwise, can be made accurately. Therefore, no guarantees are made.

Table of Contents

Why you are reading this book 2

Online Coaching 3

Copyright and Disclaimer 4

Chapter 1: Fundamental Ideas and Beliefs 7

The cold hard truth 7

My story 8

Become your own psychologist 10

Mend your broken bones before building your muscles 12

Practice is different to performance 14

Exploring practice 15

Applying this to approaching 16

Become results orientated 16

Chapter 2: Anxiety 18

What is anxiety? 18

Anxiety is Fear 18

How does anxiety affect us? 19

Are there different types of anxiety? 20

Can we choose not to feel anxiety? 21

Your anxiety is her anxiety 22

Anxiety will stop you 23

Summary of chapter 2: 25

Chapter 3: Confidence 26

Just be Confident! 26

What is Confidence? 26

Can we choose to be confident? 28

Killing two birds 28

Confidence increases your emotional range 28

Confidence Vs Courage 29

Summary of chapter 3: 31

Chapter 4: Building Confidence 32

What exactly does it mean to 'build' confidence? 32

How do we lower our anxiety? 33
Start small 34
Manage yourself 35
How long does it take to build confidence? 36
Why most men will never build confidence with women 36
Summary of chapter 4: 39

Chapter 5: Stressors **40**

Stressors 40
Stressor 1: Length of Interaction 41
Stressor 2: Faking our emotional state 42
Stressor 3: Setting 43
Stressor 4: Rejection 43
Analysing our approach 44
Summary of Chapter 5 48

Chapter 6: The Work Out **49**

The plan outline 49
Building muscle metaphor 49
Why 20? 50
Finding your ideal 'weight' 50
Trying to lift too much weight 51
When should we begin to increase stress? 52
How long should I continue doing these exercises? 53
Structure your evenings 53
How the program works 53
Summary of Chapter 6 55

Conclusion **56**

E-mail me 56
Online Coaching 57

Chapter 1: Fundamental Ideas and Beliefs

The cold hard truth

The undeniable truth is that if you want success with women the quickest way to get it is to meet a lot of different women. Nothing will fast track your success like a lot of experience. That is why the ability to approach women is such a make or break factor for so many men.

The men that can approach as many women as they like will ultimately achieve their goals with women much quicker than men who are too afraid to approach.

I really do believe that if you approach enough women your success will essentially be guaranteed. Any normal, healthy man is going to learn an incredible amount just from the experience of interacting with a lot of women. Even without dedicating time towards researching theory a man will still be able to achieve massive results just from practice.

Of course, if you want truly amazing results you will need to combine practice with some study of pre-existing knowledge. However the real generator of results for most men will be the volume of approaches they do.

If there is one factor that would be the most accurate and reliable to predict success with women it would be the amount of approaches a man is doing on a regular basis. This is why we want to have complete control over this particular skill.

To sum it up, if you are able approach as many women as you like you're going to get success and you're going to get it quickly... very quickly.

My story

Hi. My name is Karl Jobst. I will skip you the boring details of most of life and start off about 8 years ago when I first became passionate about learning to be a more attractive man.

You see, I was terrible with women at the time and quite simply I was not a happy person in general. I was sick and tired of being lonely and feeling so weak around the women I found attractive. I decided to do what any tech-savvy young male would do seeking answers… I went online.

I found a few pretty average websites offering tips of what cologne to wear but nothing much of any real substance. I then get my hands on a seminar by one of the biggest names in the industry David DeAngelo. I was blown away. The concepts and ideas he was describing were so different to the beliefs I currently held. I became aware of just how little I know about women.

I was hooked. I scoured the internet and got every single product I could get my hands on. I watched seminars, read books and listened to audio CD's from all of the top gurus in the business. From guys like David D and Lance Mason to guys like Mystery and Tyler Durden. I studied the works of dozens of coaches and over the next few years I spent THOUSANDS OF HOURS studying everything I could on dating advice. I wanted to get the success they told me was possible and I believed I could achieve it.

There was one slight problem though... I couldn't approach. I was too scared. I went out HUNDREDS of times always with the intention of approaching women but I just couldn't. I would study for countless hours but I could never get the confidence to put it into practice.

This wasn't for the lack of desire either. I wanted it more than ANYTHING. Any man willing to spend as many hours as I did studying women has proven that they have sufficient desire.

I studied the works of dating coaches, pick up artists and relationship experts for SIX YEARS and I could still not go out and approach women. It was for this reason that even though I knew almost everything there was to know about picking up women I was still getting no results. I couldn't actually use any of the information I kept inside of my brain. I kept seeking answers from the gurus but they never seemed to help. They were able to give me motivation which helped me to never lose faith, but that just wasn't enough to overcome my fears.

I then had a realisation that changed everything. Over the course of several weeks my entire perspective changed. Everything became crystal clear and the solution to my problem became obvious.

I had an idea. I went out, I tested it, and it worked. I could now approach. I created a system based on my new awareness and I used it to solve my own problem. In several months I had gone from someone who was not approaching at all to someone who was able to go out every weekend and approach as many women as I liked.

The secret? I realised that all of the 'gurus' in the industry had never dealt with my problem. From all of the pickup experts I had heard stories like "When I started out I went out and approached women every day for a year" or "I made a decision to become better with women so I went out and tried everything". These anecdotes don't sound like the kind of things you would hear from a guy like me who struggled for 6 years to approach.

The top experts have never dealt with this problem and it is for that reason that they will never be able to relate to it. Most pickup or dating advice is great for guys who do not have issues with approaching women, but it simply does not help men who have too much fear.

I realised that my problem was not that I didn't know how to be successful with women. My problem was that I did not know how to be successful with my own mind. I did not know how to overcome my own fear and learn to become confident. These issues are not dating or pick up issues. These are psychological issues and require a completely different strategy.

I shifted away from dating advice and made a decision that I would need to conquer my anxiety first. In my quest to overcome my anxiety issues I began to discover that ideas that may be good for confident men were actually counterproductive for a guy with low confidence like myself.

My strategy had shifted from learning to become better with women to learning to reduce my own levels of anxiety. I began to focus less on gaining approval from others and I started to systematically build my own confidence. Once I made this change everything started falling into place.

In less than 1 year after my life changing paradigm shift I had achieved my goals with women after being paralyzed with fear for 6 years. My journey had both allowed me to take action and also improved my character and made me more attractive as a man. I am now in an amazing relationship with the most beautiful woman I have ever met. Though if I choose to meet new women I can do so confidently and easily.

I will now share with you the knowledge that WILL change you if you apply it to your life.

Become your own psychologist

Before we delve into this topic a little bit I would first like to ask you a hypothetical question. Who would you choose for medical advice? A doctor practicing in the year 1900, or a doctor practicing in the year 2014? The answer is pretty clear. We would all prefer the doctor practicing in the more recent time period. But why exactly is that? Why is it that the doctors of this day and age will always get better results than those of history?

Is there a difference in the intention of both doctors? No. Both of the doctors I'm sure would have the intention of curing any of your ailments. In fact doctors from all time periods have been working with the same goal, to improve the health of their patients.

Is there a difference in the amount of practice each doctor has had? No. Doctors from all time periods have generally practiced the same amount of hours.

So where does the difference lie? The difference exists in the doctor's understanding of reality. As time goes on our knowledge of biology has been steadily increasing. The scientific method, experimentation and empirical evidence has led us to produce better and better results. Quite simply, a doctor practicing medicine today has a far better understanding of the way our bodies work than a doctor did one hundred years ago. Therefore they can make more accurate predictions and make better decisions. They will have a far better chance of attaining their goal.

If you are at all familiar with the culture of dating advice then the topic of theory versus practice will not be new to you. The question of "which is more important?" appears to come up quite often. The question arises due to an all too common phenomenon of men who will spend literally years researching everything there is to know on how to attract women and yet have spent essentially no time at all actually putting any of their research into practice in the real world.

Why is it that so many men who yearn for greater success in their dating life will spend so much time studying this field and yet will dedicate so little of their time attempting to manifest this success with a real woman?

The answer is simple.

Approaching a strange woman in the hopes of getting her approval and possibly her consent for sex is a daunting and scary concept for most men. In practice, attempting to do so will elicit an incredible surge of anxiety and fear. In fact the spike in anxiety is so great that near every man will be paralysed with fear and will be physical incapable of making the approach.

How do we overcome this anxiety and take action anyway? One thing is for sure, you're not going to find the answer in most PUA handbooks. Anxiety is a psychological issue and most dating experts are not psychologists. In fact I've found a lot of the maxims presented by

some dating gurus to be quite contradictory to general practice in the field of psychology.

Why is the distinction between a psychological problem and a relationship problem so important? This distinction tells us where to focus our attention. There is little point learning about what to do once we approach a woman if we can't even approach a woman in the first place. If you do have a psychological issue it is imperative that you become educated on psychology so that you can address it properly.

Let's come back now to our original question. Which is more important, theory or practice? Neither is more important, you need both. I firmly believe however that theory isn't just important, it also contains the most leverage. But you cannot go out and learn just ANY theory and expect to get results. It needs to be applicable to your specific problem.

If we don't have the correct understanding of reality practice will be simply impossible. You would know this very well if you are anything like me. If we are in a position where we simply cannot take action because of our fears we must first change our understanding. We must find new ideas and new strategies to enable us to achieve our goals.

Become your own psychologist. Do at least some research on the basics of how your mind works so that you can start to help yourself and become self-managing.

Mend your broken bones before building your muscles

I want you to take a moment and consider the following hypothetical situation.

Imagine that you wanted bigger muscles. I think almost all of us would already know how to achieve this goal. We could go to a gym and perform certain exercises, eat an adequate amount of protein, get enough rest and our success would be soon to follow. This is pretty straightforward and common knowledge.

Imagine however that you had a broken arm. Your broken arm was never diagnosed and you don't even realise you have a broken arm. All

you know that is that every time you go to the gym and lift weights your arm feels a tremendous amount of pain. So much pain in fact that you find it impossible to exercise.

This is exactly what is happening to most men. We want to approach women. We know how to approach women. Though whenever we go out and try to do it we fail miserably. Why? The reason is that we have 'psychological' broken bones.

If you have a broken arm it doesn't matter how much research you do on how to perform a perfect bench press. When you go to actually try and perform the movement it's going to hurt too much and you're going to fail.

Instead what you need to do is focus on mending your broken bone. The way to mend a broken bone is completely different to the way you would build muscle. They require two completely different strategies. However it is essential that both strategies are carried out in the correct order or success will never come.

This is how we need to treat our approach anxiety issues. We can't fix our anxiety issues by trying to get success with women. This is the primary reason most men will fail and never be able to take a sufficient amount of action to get great results. What we need to do is first overcome our anxiety issue thus allowing us to apply all the knowledge we already have without any hindrance.

For a period of time you will need to forget about your success with women. This is counter intuitive but it is essential for long term progress. Focus on yourself first. Focus on mending your broken bones first. Once you have healed you can start building real muscle and getting the results you've always dreamed of.

Practice is different to performance

One of the biggest breakthroughs came when I realised that there is a very large difference between **practice** and **performance.**

I have played guitar for over 15 years. For several years I was a professional guitar teacher and was able to help many students achieve their goals. I know very well the processes that one would need to go through in order to become proficient on this instrument. I understand exactly what kind of techniques would need to be practiced in order to go from a complete beginner to someone that would be able to please an audience with their music. Though I never compared the process of learning an instrument to the process of approaching women until a couple of years ago.

I released that with an instrument, a sport, an art, or any skill, the activities involved in practice are usually very different to those when performing in front of an audience.

For example, with a musical instrument the process of practicing usually involves a lot of repetitive drills in order to improve technique. The drills may or may not sound pleasant to the ear but that is of no concern. All that matters is that we are able to improve our accuracy and develop muscle memory. If we want to improve a specific technique we would choose an exercise that uses that technique heavily and then repeat that many, many times. There is no 'pressure' with practice because we are not trying to impress anyone. We know we are doing exercises simply to become a better player.

The goal of practice is only to improve our technique, accuracy and muscle memory. We practice so that when it comes time to perform in front of an audience we are able to execute the songs we are playing in a way that sounds good.

The goal of performance is to provide enjoyment to others. Performance focuses on the audience and attempts to provide pleasure to them. We don't choose songs for the benefit they provide to the player

but rather how they sound to the people that are listening. We almost universally feel pressure when performing because there is some risk involved. A mistake or poor performance could lead to disapproval from others.

What you will notice is that when we are practicing we are focusing on ourselves and our goal to improve. When we are performing we are focusing on the audience and attempting to give them something of value. Practice moves the focus to us, performance moves the focus to others.

Exploring practice

Practice is universally known to be the fastest way to acquire skills. If you wanted to learn to the guitar and your goal was to play on stage in front of audience, how would you go about achieving that goal? Would you buy a guitar, walk on stage and attempt to learn in front of hundreds of onlookers in an attempt to entertain them? That sounds ridiculous.. and it is. Of course we know that you would need to practice alone first.

If your goal was to become a professional football player how would you achieve that goal? Would you spend most of your time playing in games or would you spend most of your time in practice? Professional football players will spend an entire week practicing and only spend 1 to 2 hours per week playing a real game.

If you look at all professional athletes, musicians, artists, and performers you will find that the VAST majority of time is spent in practice and not performance. Why is that? Because practice is far, far more effective at improving performance. To say that again, PRACTICE IS THE BEST WAY TO IMPROVE PERFORMANCE.

Applying this to approaching

If you want to improve your results with women what should you do? PRACTICE. When we start applying the principle of practice vs performance to approaching you will begin to see that most men will be attempting to perform 100% of the time when interacting with women.

Let's summerise the characteristics of both again so we can be clear…

Practice = Only focusing on improving our own ability. Involves repetition of specific exercises in order to improve specific techniques. Not worried about how it sounds or looks to others. Less pressure. Most effective way to improve.

Performance = Focusing on entertaining others or winning. Trying to sound or look good to others. More pressure.

Most men will attempt to entertain, win the approval of and appear attractive to every women they approach. This is performing. It is not the most efficient way of getting results. It creates more pressure that most men cannot handle and it provides slower results in the long term.

You should be spending the vast majority of your time practicing instead.

Become results orientated

In a world dominated by Ego it is all too common for people to make decisions based on what they think 'will' happen and not what actually 'is' happening. For years I would tell myself "this weekend will be different because I'm going to try harder". I was trapped in an illusion of how I thought I was going to perform the next time I tried to approach women.

If you're anything like me you need to stop this kind of thinking. STOP IT NOW. Instead you should begin to focus on how you have performed in the past and make decisions accordingly.

If you have gone out for the last several months and failed to take action you need to appreciate that what you're doing is not working. Don't think to yourself that you going to do better next time just because you've made a decision to do better. This way of thinking does not bring about success.

Analyse your previous efforts and if you are not getting adequate results you need to change your strategy. You need to stop doing what you've been doing and try something different.

One of the main reasons it took me six years to overcome my own anxiety is because I never changed my game plan. I would consistently fail to approach but at the same time I would always believe that next time I would have success because I was going to use more willpower.

Humans are creatures of habit and conditioning. We do not work by random chance. This is important to realise when it comes to overcoming problems.

If you've spent a full year trying and failing to approach you are probably going to spend another year trying and failing to approach unless you change something drastically. Mental power is not going to overcome your pre-existing habits and conditioning.

You should know within a month if your strategy is going to fail or succeed. If your goal is to approach a lot of women and you've been successful at doing that it means your strategy is working. If your goal is to approach a lot of women and you've been unsuccessful at doing that it means your strategy is not working.

Become results orientated. Make decisions based on the results you are currently getting. Do not make decisions based on what you think is going to happen in the future. Assumption truly is the mother of all fuck ups in this area of life.

Chapter 2: Anxiety

What is anxiety?

In order to give us the best chance of overcoming and reducing our anxiety we first have to understand exactly what anxiety is and how it affects us and others.

The dictionary gives us its definition:

> noun: **anxiety**;
>
> **A feeling of worry, nervousness, or unease about something with an uncertain outcome.**

This isn't news to us. We all know very well what anxiety feels like. We know what it feels like and we know it stops us from taking the action required to achieve our goals. But why? What exactly is this emotion doing to us that makes us feel sick, shake and ultimately do nothing?

Anxiety is Fear

To put it simply, anxiety behaves very similarly to fear in our bodies. But it is the cause of the fear that makes the very clear distinction between fear and anxiety.

When fear is caused in response to a genuine threat or danger it is described as fear. For example, the fear of heights. It's completely understandable to be afraid of heights because if you fall from a height, you're dead.

When fear is caused in response to something that can only be 'subjectively' described as a threat it is considered anxiety. For example, public speaking. There is no 'real' danger to giving a bad speech because at worst you'll get booed from the stage. So what danger does this really pose to you? None, it's all in your head, and that's the problem.

Because the cause of anxiety lies mainly inside one's own brain it may be hard to address and resolve. Things that we should legitimately fear generally only pass us by every once in a while and the experience may be very short lived. Anxiety, unfortunately, tends to last much longer and in some cases may last for an entire lifetime.

How does anxiety affect us?

Anxiety affects us in many different ways. Wikipedia gives us a great description of the side effects we experience while feeling anxious. I'm sure you can relate to this:

> *Anxiety usually has physical symptoms that may include a racing heart, a dry mouth, a shaky voice, blushing, trembling, sweating, light-headedness, and nausea. It triggers the body to activate its sympathetic nervous system. This process takes place when the body releases adrenaline into the blood stream causing a chain of reactions to occur. This bodily response is known as the "fight or flight" syndrome, a naturally occurring process in the body done to protect itself from harm.*
>
> *The neck muscles contract, bringing the head down and shoulders up, while the back muscles draw the spine into a concave curve. This, in turn, pushes the pelvis forward and pulls the genitals up, slumping the body into a classic fetal position.*
>
> *In trying to resist this position, the body will begin to shake in places such as the legs and hands. Several other things happen besides this. Muscles in the body contract causing them to be tense and ready to attack. Second, blood vessels in the extremities constrict. This can leave a person with the feeling of cold fingers, toes, nose, and ears.*

This isn't news to any of us. We all know what anxiety feels like. What is important to take away from this is the fact that anxiety has a very REAL effect on our bodies. It is not simply a state of mind. Anxiety releases very specific hormones that directly impact the way our bodies function. To put it in another way, anxiety manifests itself through our physical behaviour.

Aside from the physiological impact of anxiety there is also another perhaps more subtle consequence to this emotion that we should consider. And indeed, you definitely SHOULD consider this consequence if we are to try and overcome this problem of approach anxiety.

Anxiety does not simply affect the way our body behaves. It also affects the way our mind THINKS. It will change the very thoughts we have and will have a direct impact on our decision making. This becomes so much more important when we begin to understand how our own anxiety impacts the people around us. It is also critical to keep this in mind when attempting to overcome your anxiety. It is not wise to trust your own brain to help you when your very brain itself has been hijacked by this emotion.

Are there different types of anxiety?

No. The same hormones that cause you to feel anxiety will be released no matter what the stimulus. However, there are 2 main CAUSES of anxiety that are especially important to us in regards to approach anxiety and we will have a quick look at them now.

Social Anxiety: Generally speaking all humans require some level of approval from other humans. We are evolutionarily designed that way and for good reason. Those who sought the approval of others were able to group together and work in teams which provided obvious advantages to survival. We seek the approval of others humans and we also fear the disapproval of others.

There are a several existing hypothesis out there attempting to explain why people feel social anxiety. One of the more common theories is that we evolved a fear of being castrated from our social group because this often resulted in death for early humans living in the African savannah. In any case this fear is certainly common and is actually considered to be natural and normal.

Let's get one thing clear. It is ABSOLUTELY OK to fear being rejected by another person. This does become a problem however when we are unable to do what we want because of this fear.

Performance Anxiety: This is the type of fear that arises from feeling as though we need to perform well in front of one or more other people. We believe that a bad performance may lead to a loss of approval from our peers.

Can we choose not to feel anxiety?

Well, it depends.

If you're asking if we can choose not to feel anxiety in any given moment then the answer is no. If it were that easy then we would simply just choose to never feel anxious! Fear is an automatic response that happens on a completely subconscious level. It is not in our control and it is almost never based on logical thought.

We can certainly choose whether or not we will feel anxiety in the *future* however.

By training our bodies in the right way we can slowly, over time, decondition our bodies so that we will feel less anxiety. Studies show that NINETY PERCENT of people with acute phobias can be cured of their fears by a process called 'Exposure Therapy'.

Do not make the mistake of assuming that because we can realise a danger isn't 'real' that we can easily choose to stop feeling anxiety. We almost always do not choose to feel the emotions we do. They happen spontaneously in response to our environment and our own minds. Can we choose our own thoughts? Of course. But that becomes extremely difficult when we are already feeling a strong emotion such as anxiety.

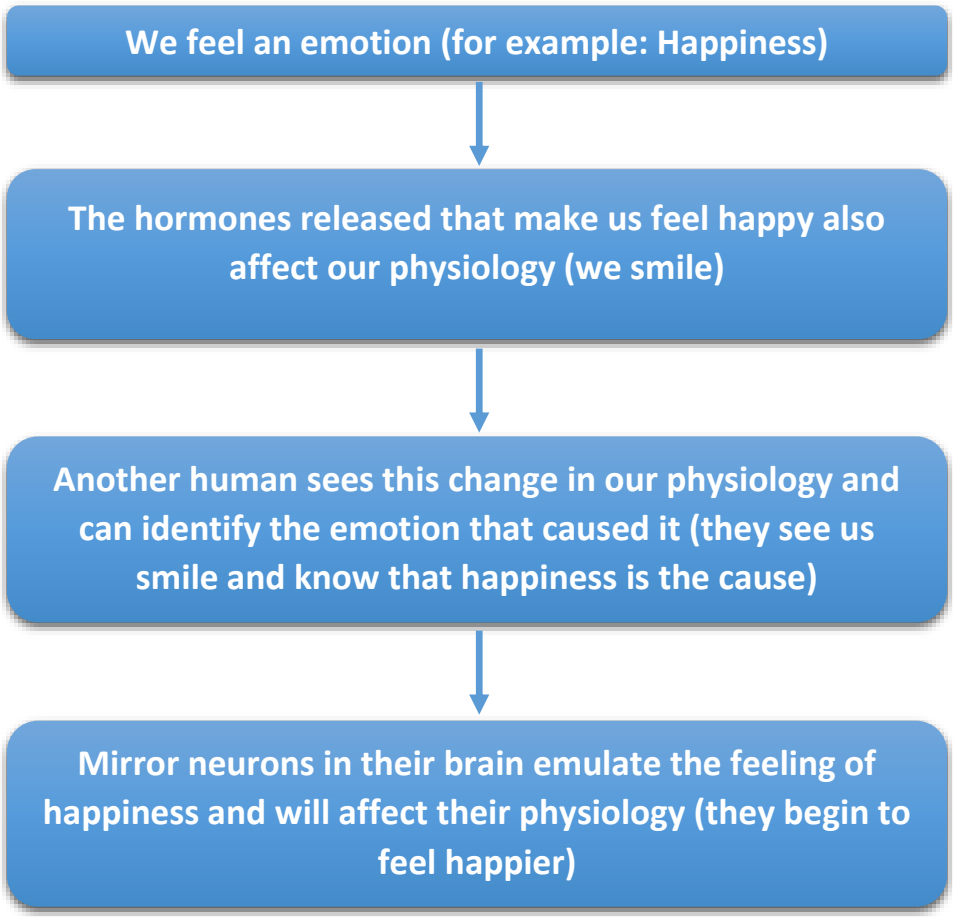
Once we reach adulthood and we have developed an 'anxiety response' to an environment it will always take some work to undo this. But believe me it is very easy and very straight-forward if you have the right system. Which is exactly what I will be giving you later in this book.

Your anxiety is her anxiety

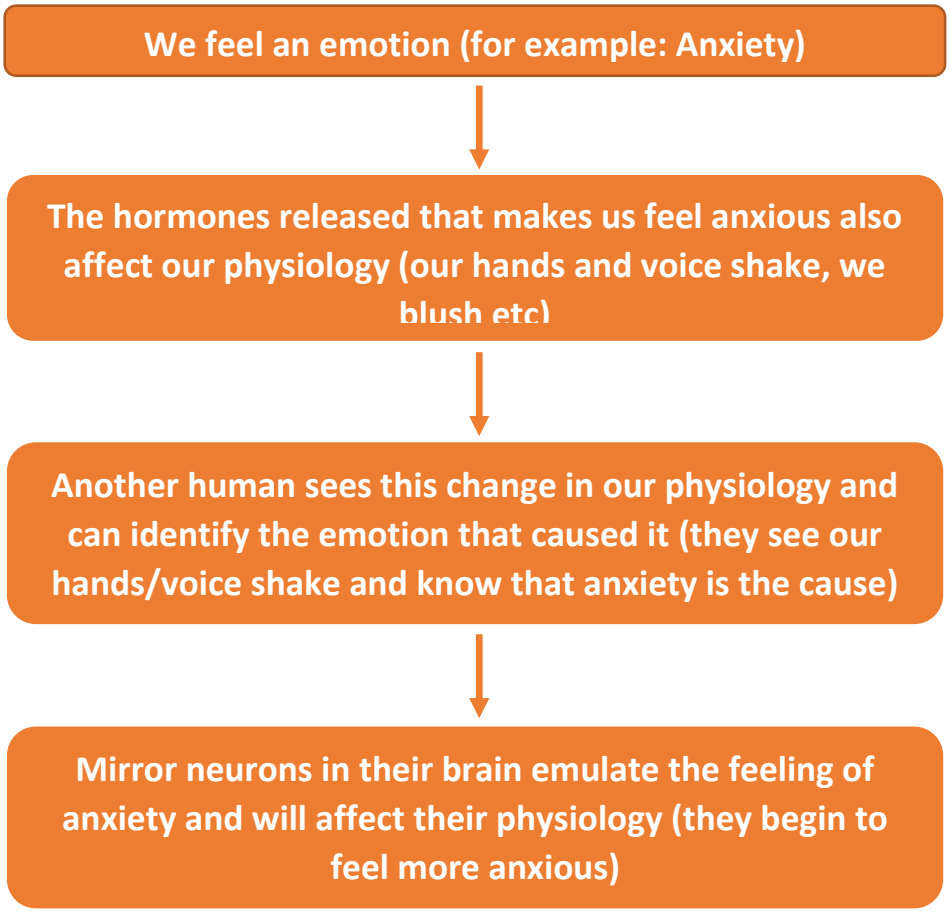
Humans are incredibly empathic. We are evolutionarily designed to be able to detect and interpret the emotional state of other human beings. In fact not only are we experts at identifying emotions in others, but we actually FEEL the emotional states of others.

Brain analysis shows us that humans will actually replicate the emotional state of another person. Special neurons in our brain called 'mirror neurons' automatically and instantly begin to create within our own body the same emotions that we see in another human. This happens on a completely unconscious level and cannot be controlled.

Here is a flow chart of how emotions are actually contagious and will move from person to person.


We feel an emotion (for example: Happiness)
The hormones released that make us feel happy also affect our physiology (we smile)
Another human sees this change in our physiology and can identify the emotion that caused it (they see us smile and know that happiness is the cause)
Mirror neurons in their brain emulate the feeling of happiness and will affect their physiology (they begin to feel happier)

Make sense? This process doesn't become truly enlightening until we do the same example but this time replace happiness with anxiety.


We feel an emotion (for example: Anxiety)
The hormones released that makes us feel anxious also affect our physiology (our hands and voice shake, we blush etc)
Another human sees this change in our physiology and can identify the emotion that caused it (they see our hands/voice shake and know that anxiety is the cause)
Mirror neurons in their brain emulate the feeling of anxiety and will affect their physiology (they begin to feel more anxious)

To put it bluntly, if you approach a woman (or any person for that matter) while feeling a high level of anxiety you will almost certainly make her feel uncomfortable instantly. It's not her fault, really. There is nothing she can do about it.

Anxiety will stop you

Fear has been evolutionarily designed to prevent harm. One way fears achieves this is to take over your brain and STOP you. Fear wants to stop you from putting yourself into a harmful environment. It wants to stop you from doing a harmful action. It is damn good at its job too. If it wasn't for fear our entire species may never have lasted. Fear has absolutely fantastic intentions.

Today's world has changed and we're no longer living in the world of our ancestors. All of the dangers that at one time posed such a threat have long since been removed from our modern daily life.

In today's world sometimes the very actions that we fear the most can actually be the very actions we know will give us the best results. We know that if we are able to approach many women then we will inevitably become successful in this area. But it is extremely difficult to take action if our own bodies are trying to stop us.

Social anxiety may have been useful at some point in our history but that time is no longer. Overcoming this challenge is difficult though and it requires the right strategy. We cannot fight toe-to-toe with our own hormones. If we are feeling a large amount of fear towards approaching a women it will be almost impossible to do so. We have to be smart and realise that the effects of anxiety are legitimate and demand our respect. We can win this fight but we will need more than simply mind power. We will need a plan.

Summary of chapter 2:

1. Anxiety is a fear of something that does not pose a legitimate danger or threat.

2. Anxiety is not just a state of mind. It is a response to chemical and hormonal releases in our brains and it has a very real impact on us.

3. Anxiety will change the way our bodies behave and the way our brains think.

4. Social anxiety and performance anxiety both play major roles in creating approach anxiety.

5. We cannot simply choose to not feel anxious. All we can do is learn to decondition ourselves to anxiety over time.

6. We are designed to be able to detect the emotional state of others. We cannot hide our anxiety from the people around us.

7. Our anxiety will make other people feel more anxious too.

8. If you are feeling high levels of fear it WILL stop you from taking action.

Chapter 3: Confidence

Just be Confident!

How many times have you heard someone give the advice of 'just be confident!'? Unfortunately this just isn't good advice and does nothing to help our cause. Before we understand why this isn't suitable advice for someone with anxiety issues we must first have an answer to the question; What is Confidence?

What is Confidence?

If you do a quick Google search on the meaning of the word confidence you will soon find that there is an entire buffet of selections to choose. Everyone seems to have a slightly different opinion on exactly what confidence is. The dictionary gives us it's definition...

> noun: **confidence**
>
> **The feeling or belief that one can have faith in or rely on someone or something.**

But how does this translate into the quality that we all know women find attractive? Do women find a 'belief that you can rely on something' attractive? How does that even apply to approaching women?

The truth is that the attractive quality that women describe as 'confidence' is actually different to the normal understanding of confidence. I'm going to give you different definition of confidence now that will apply specifically to the trait that women find so appealing.

noun: **confidence**

Feeling a lower amount of anxiety than the average person in any given situation.

There are two important characteristics of confidence using this definition that we need to become aware of.

1. Confidence is a 'lack' or 'absence' of an emotion.

A confident man is a man who can do a specific action or be in a specific situation without feeling anxiety.

2. Confidence is relative.

A man can only be considered confident if he is feeling less anxiety than the 'average' person in an environment. For example, no one feels anxiety simply putting their clothes on in the morning. So to do this task without feeling anxiety doesn't make you confident. However if a man can perform an action such as public speaking without feeling anxiety he would most certainly be considered confident.

Why? Because MOST people in that same situation would feel a high degree of anxiety.

As we discussed in the previous chapter humans are EXPERTS at detecting anxiety in other people. It is for this reason that when a man is confident it is INSTANTLY and OBVIOUSLY noticeable to women. Women are so finely tuned to detect anxiety levels that you simply cannot fake confidence.

A question becomes raised here. How do women judge what the average response of anxiety is in any given situation? The answer is **Social Conditioning.** This will vary culture to culture and woman to woman depending on the experiences she has had growing up.

Generally in 1st World countries however women almost universally understand that most men will feel anxiety when approaching, asking out or trying to kiss a women for the first time. So if you are able to do these actions without feeling much anxiety you will automatically be perceived as confident.

Can we choose to be confident?

No.

As previously covered in the last chapter we cannot choose to feel less anxiety about an environment or action. Our emotions are not something we can consciously choose in the moment. We will either feel it or we won't.

All we can do is learn to how to condition ourselves to feel it less over a period of time. The best strategy is to plan for the future. Plan for a time several months down the road that you wish to feel more confident and work towards that goal.

Killing two birds

Increasing our level of confidence benefits us in two amazing ways.

Firstly, it enables us to take action. If we are experiencing fear towards a particular action it makes it very, very hard for us to do it. Once we have developed enough confidence we can essentially take any actions necessary for us to achieve our goals. This is great if we want to become successful in any area of life.

Secondly, women find confidence attractive. So not only does confidence make approaching women easier, but it also improves the way in which women respond to us. Ultimately if you increase your confidence to a high enough level you will be able to say and do whatever you like and still get great results.

Confidence increases your emotional range

As we've already discussed, feeling anxiety has a negative effect on the emotional state of others. But it goes a little bit deeper than that. You see, when you are experiencing anxiety there is also something you're NOT experiencing… OTHER EMOTIONS.

Anxiety is certainly unattractive to the opposite sex, but it also stops us from feeling other more attractive emotions.

When you reach a point where you are no longer feeling a large amount anxiety when approaching women you will notice that other more attractive emotions will arise.

You will naturally begin to feel happy or excited because the act of approaching a women IS a great thing that should excite us. It's just that currently most of us are so conditioned to experience fear that we don't get a chance to realise this.

Women find happy men more attractive. Women find men who are excited and passionate about life more attractive. It is impossible to show these qualities if we are inundated with fear.

Wit and intelligence are both extremely attractive qualities to women. Adrenaline is known as the 'fight or flight' hormone. It is not known as the 'think' hormone, and for good reason. Adrenaline takes blood away from the brain (and other organs) and moves it towards our muscles. It inhibits our ability to think and makes us lean more towards our conditioned responses.

This makes it incredibly difficult to be funny or brilliant while experiencing a large surge of fear.

Confidence Vs Courage

I think it might be useful at this point to make a clear distinction between confidence and what we would describe as courage.

As we already know, confidence is the ability to feel less anxiety than others within a specific situation. Courage on the other hand is the ability to take constructive action even while feeling a high level of anxiety.

Courage is NOT confidence. You could be feeling an incredible amount of anxiety and still be courageous. Courage is the ability to use our willpower to override our body's natural tendency to flee from what it perceives to be potential dangers.

As I've just mentioned, courage requires willpower. The higher the level of anxiety that we are attempting to overcome, the more willpower that will be required to overcome it. And here lies a problem.

In their book 'The Power of Full Engagement (2005)', Jim Loehr and Tony Schwartz enlighten us to the fact that our willpower is something that is extremely precious and limited.

If we're using vast amounts of willpower to overcome our anxiety then not only will we deplete our willpower, but we will deplete it quickly.

Have you ever had the experience where you have become extremely motivated to go out and do some approaching. You managed to go out and successfully do a few approaches and you were convinced that you were finally getting this area of your life handled?

However, this success did not last. Maybe a week or two later you found yourself unable to approach again. Even though it may have seemed as though you had begun to make great progress, suddenly you found yourself back at square one.

Now you know why.

If we rely on our willpower to overcome our problems we will never get long term success. Sure, we may get short lived spurts of sporadic productivity, but we will never be able to keep up the consistent effort that is required to really change our lives in a big way.

If we really want to be successful in overcoming our anxiety we will need to stop relying so heavily on courage. Yes, we are going to need 'some' courage in order to approach, however we need to smart about it.

We need to be strategic and face this challenge in a way that does not drain us of our willpower. Basically, we need to find a strategy that doesn't require too much courage. We need to think more for long term success and ration our willpower appropriately.

Summary of chapter 3:

1. Confidence is used by women to describe a man who feels a low level of anxiety.

2. Confidence is not a choice.

3. Confidence enables us to take action and also makes us more attractive to women.

4. Confidence allows you to feel other, more attractive emotions.

5. Courage is the ability to take action while feeling high anxiety.

6. Courage depletes us of our willpower, so we need to try to be smarter and less courageous.

Chapter 4: Building Confidence

In this chapter we will learn exactly what it means to ‘build confidence’ and also the best method with which to do it.

What exactly does it mean to 'build' confidence?

In the previous chapter we established that when women talk about 'confidence' what they are really referring to is a man that feels less anxiety than other men. So when we say 'building confidence' what we should really be saying is 'lowing anxiety'.

It doesn't help us much to label something as confidence when really we are talking about a lack of something else. So I really want to make it clear that we need to focus on lowering our anxiety levels and not trying to build something that doesn't actually exist. Confidence is just a label to describe lower anxiety levels. It is not an actual emotion or mood that our body creates.

This is the reason that the advice of 'be confident' just simply doesn't work. You cannot be something that does not exist in reality. Countless men are going out looking for this magical feeling that will enable them to take action. They will search and search but never find it.

To clarify one more time for you....

BUILDING CONFIDENCE = LOWERING ANXIETY

Once we understand exactly what building confidence means we can work towards actually doing it.

How do we lower our anxiety?

There are a couple of methods known to decrease anxiety, but there is one that is BY FAR the most efficient and most reliable. The method we will be using is also the most applicable to us in our quest to master our approach anxiety. We are going to talk about something called ***exposure therapy***.

You can probably guess by the name what this therapy involves. A subject is exposed repetitively to an object or environment that creates in them a response of fear. Over time and through this process their body will naturally become deconditioned to this response. This deconditioning process allows the subject to be exposed to the same stimuli but feel less fear or anxiety.

If you are familiar with dating advice already them I'm sure you've heard this before. However things don't stop here. It is very important that the way the subject is exposed to their fears is carefully thought out.

For example, if a person has a phobia of spiders they may consider exposure therapy as an option. At first they would begin by looking at pictures of spiders. Then they may increase the potency of the stimuli by watching a video. They may then be exposed to a spider in a glass cage. Once they have become comfortable with this they may watch another person handling a spider. Eventually they may even be able to hold a spider in their own hand.

Notice that the exposure is at first very minimal and it increases in increments. A person with a phobia of spiders would not attempt to cure it by jumping into a tank full of them. In fact this may even traumatise them and do more damage than good.

This is the main problem that most men face when trying to build confidence with approaching women. We fear the approach and we try to conquer our fear by going straight in and doing the very thing we fear. This strategy is NOT successful. Instead if we are to take advantage of this treatment correctly we should start with low doses of fear inducing

stimuli. Over time we increase the dose as we become more comfortable and resilient.

Using this method we WILL become more confident. Studies show that 90% of all subjects with acute phobias can be cured using exposure therapy.

Start small

We have already established that feeling a high amount of anxiety WILL stop us from taking action. So if we are to take advantage of exposure therapy we will need to put ourselves in a situation that creates anxiety, however not so much anxiety that we are paralyzed.

In order to appropriately manage our anxiety levels we need to have a complete understanding of exactly what is causing our anxiety.

When we approach a woman in the attempt of gaining her interest there are a lot of different things going on at once. An approach is actually made up of several elements all coming together. Each element adds more stress and anxiety to our approach.

One of the big breakthroughs I had was realising why the strategy that most men employ to overcome their anxiety doesn't work. I realised why so many men will go out in the hopes to approach women and yet spend an entire night alone and fighting an endless battle with their own mind. The reason is that we cause ourselves too much stress to handle.

We don't understand how to progressively acclimate ourselves to approaching. We 'go for gold' as you might say. When we approach we are too worried about getting our desired outcome and not focusing on building our own mental strength. We want to have success with every woman we approach and we don't understand how to properly manage our internal resources.

We focus on too many things at one time. We feel as though we need to worry about what we say, our body language, our voice tone, responding correctly to her questions, dealing with her friends etc and we

literally stress ourselves into inaction. Each of these adds more internal pressure and makes it difficult to take action. If we are unable to approach because of fear we should not continue to beat our heads against a wall trying to talk ourselves into it. We need to remove elements until the stress level is something we can cope with while still being able to take action.

We must start small. Focus on one thing and one thing only. Even if the fear response we are triggering is very minimal it is ok. Our body will still begin to decondition itself even with a small amount of fear present. Approach in a way that causes only a minimal amount of anxiety and do that repetitively until it becomes manageable. At this point we can add a new element because we can now safely handle the extra stress.

I know that we all want success and we want it now. We want to go out and approach every attractive woman we see. We want to improve our skills and become the man we know we can be. But the path to getting there is almost always curved and not straight. Sure, some men can take some advice on how to approach a women and implement it immediately. A small percentage of men can make a decision to approach every woman they see and actually do it. I am happy for them because I know that with action comes success. But the vast majority of men will go out attempting to do the same thing and succeed in doing absolutely nothing.

Manage yourself

I want you to realise that no one is going to hold your hand and pull you through this. Do not rely on other people if you want to achieve this goal. That is why it is so important that you start small and set accomplishable goals. As soon as you are not able to achieve your desired goal you need to reassess your outlook and take things down a notch.

It is always far more beneficial to consistently take small actions and succeed rather than try to build Rome in a day and stress yourself out so much that you end up doing nothing.

You need to be your own manager. If you want the best chance of success find a strategy that you can execute on your own. It is ok to enlist the help of others. But if the help of others becomes a requirement for you to be able to approach then you need to take a step back and start to become more independent.

Remember, our goal is to be able to approach who we want, when we want, where we want and how we want. This should not be dependent on who we are with.

How long does it take to build confidence?

This really depends on how much of an anxiety problem you have to begin with. I think almost every man should be able to resolve this particular issue within 6 months and get to point where they can approach any woman they like. This is actually incredibly fast when you consider that most men NEVER resolve this problem and even if they do it usually takes many years (like myself). However with the correct training and attitude it may take as little as a couple of months.

This is definitely not an overnight change. Our bodies have been conditioned a certain way for many years. Undoing this conditioning may take some time and a little bit of effort. You don't train once in the gym expecting to become huge overnight. Think of this in the same way.

Why most men will never build confidence with women

So now we have established two things that we need to be very clear about. Firstly, to be perceived as confident by a women we need to show her that we can feel a low amount of anxiety in an environment or situation that would generally cause a man to feel a high amount of anxiety. Secondly, in order to *build* confidence we need to repetitively expose ourselves to an environment or situation that causes us to feel anxiety.

I'm going to explain this again because it is absolutely vital we understand how these two ideas are different from each other.

Being confident = Feeling less anxiety than the average person in a specific environment.

Building confidence = Intentionally exposing ourselves to an environment that creates high anxiety in us.

We begin to see that these two ideas may actually be opposing to each other.

As men we want to be confident. We know that confidence is attractive and we want to show women just how attractive we are. We want to show our best self to EVERY woman. We dread the thought of looking like a fool to even a single good looking female.

When we are trying too hard to BE confident to every woman we meet then we never get the chance to BUILD confidence with women. We remain stuck at a certain level. We avoid situations that make us feel scared. We don't want anyone to see that side of us because we know it's not sexy.

We all know on some deep level that if we are not feeling confident then we won't be perceived as confident either by those around us. So we start running from the things that we don't feel comfortable doing. We would rather not meet a woman at all than show her that we are afraid.

Even if you were never able to previously explain it, you know that on some deep level that if you're feeling anxious you are not feeling confident. They are polar opposites.

It is so ingrained into us that confident men are attractive and scared men are not.

We have to accept this and still be able to do what we need to do in order to reach our goals. We have to say to ourselves.. "You know what? I'm not confident right now and I know that when I approach women they are going to see that I'm scared shitless and it's going to make them

uncomfortable. But I don't care. My future happiness is more important to me than making a bad impression on a woman I'll likely never see again."

If we are going to get this area handled we need to make ourselves the top priority.

Understand this and don't forget it. In order to build confidence you are going to have to put yourself in situations that make you feel anxious. When you feel anxious you're going to make the people around you feel uncomfortable. They may not like it. They may give you some negative reactions. Don't take it personally.

You are going to march forward and follow the program you are about to learn because you wish for a better life. You are sick of being afraid and you want to take control of your own destiny. If you really do value the opinions of others over your own you are not going to get very far and you will make slow progress. If you want to step up and live the life you've dreamt of then this is your time to do it.

Summary of chapter 4:

1. Building confidence = Lowering anxiety

2. Exposure therapy is the most reliable way of reducing levels of fear.

3. Start with small goals that are easy to achieve and work your way up.

4. Make sure that you are not relying completely on the support of others.

5. It may take several months to see big results.

6. Most men always try to be confident and never focus on building confidence.

Chapter 5: Stressors

We are now going to break down the approach into some key areas that I have identified as causing anxiety.

Stressors

An approach is not just one simple action. There is a wide array of different skills and things to worry about. We are going to break down the approach into individual pieces and understand how each of them causes us to feel fear. Once we understand each of the separate elements that cause us to feel anxiety we can begin to remove them in order to bring our anxiety down to a manageable level. Once our anxiety is down to a manageable level we can start to take action and start to see massive improvement.

We are going label the following as **stressors** because that's exactly what they do. They cause stress. When I say the word stress what I am really referring to are your levels of anxiety. So more stress will be the same as more anxiety.

All of these stressors happen BEFORE you approach. These are the things that will cause you to feel anxiety just thinking about approaching that attractive woman. It is the stress that happens in the period leading up to the approach that will cause you to freeze in fear. That is why we need to already have a very clear idea about the purpose of our approach before we attempt to do it.

Stressor 1: Length of Interaction

Every extra second that you could potentially be interacting with a woman will cause you more stress.

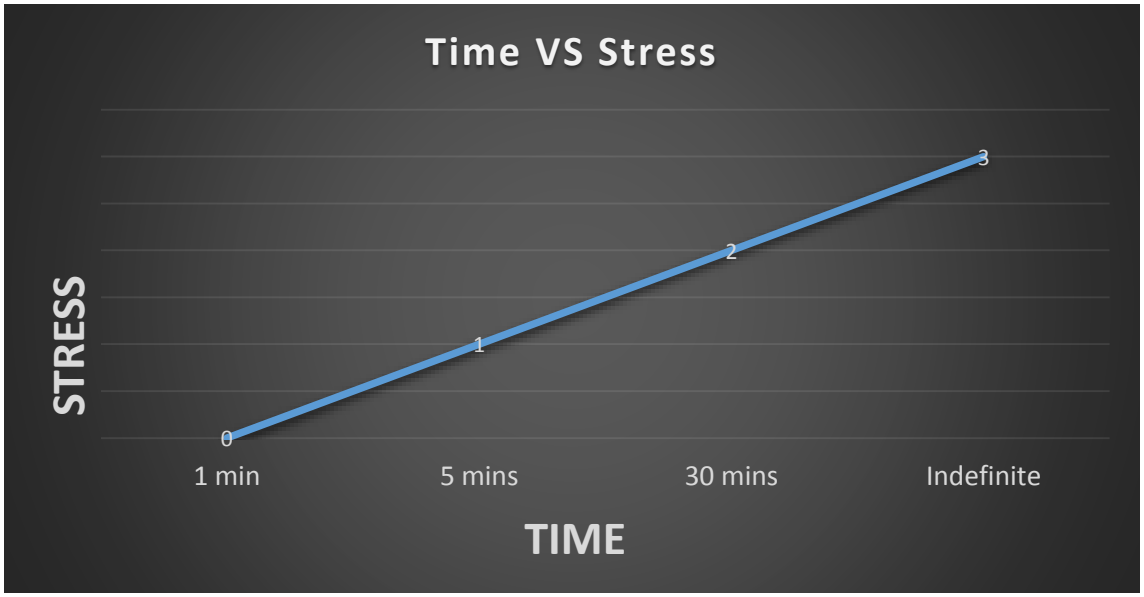
The longer you are interacting with a woman the more variables that can take place. This means more decisions that you are going to have to make while interacting.

"I don't know what to say after 'Hi'" is a common fear among men. While it is possible to learn things to say while talking with a woman the general fear of not knowing what to do at a certain point of the interaction is still daunting.

The more time that you spend with a woman the more times that you are going to have to calibrate your behaviour to the situation. This adds up to a lot of pressure if you believe that any misstep could result in a rejection.

Most men will approach a woman and have no clear idea on when they want the interaction to finish. Actually, most men would be happy for the interaction to go on indefinitely until sex. This is a surefire way of maximising your anxiety levels.

If you make a decision beforehand that no matter what happens in an interaction you will eject yourself 10 seconds after approaching you will feel A LOT less anxious about approaching. If you make a decision to try and stay in an interaction for 5 minutes this will cause more anxiety.



Stressor 2: Faking our emotional state

Pretending to show an emotion that is different than what we are actually feeling has a very specific name. It is calling ACTING. When we feel as though we need to act in front of another person it creates performance anxiety. It is just like the anxiety one would feel when public speaking or being on stage.

Ideally if we want to minimize our anxiety levels we should approach a woman while being completely congruent with how we are feeling. If you aren't feeling excited, don't try to fake it.

A lot of the general dating advice does suggest that we approach a woman with a smile. Truthfully, this is good advice and may hold a lot of value. However that is only if we are strong enough to be consistently approaching. Remember, the biggest problem men face is that they psych themselves out of an approach before it even happens.

If you feel like smiling, smile. If you don't, don't. Trying to act against your true emotions will only cause you more stress. If you have existing anxiety problems, that feeling of needing to display a certain persona to others will ultimately cause you to approach less.

Stressor 3: Setting

Where and when you approach a woman is going to have a massive impact on your anxiety levels. Every man is different though and a setting that might feel very relaxing for you may feel very stressful for someone else.

For example, I personally found it easier to approach women in crowded nightclubs. Most people were drunk and just out to have a good time and be social. I knew that women would forget about me the second I left. I also found that the loud music meant other people couldn't hear what I was saying. I found it to be noticeably easier to approach in this setting than any other.

Some men however find it easier to approach women in the day time. Perhaps at a mall or on busy sidewalks.

Find out which settings you prefer. This information will become useful later.

Stressor 4: Rejection

The biggest cause of approach anxiety in men is the thought of being rejected by a woman.

I've approached MANY women in my time and I am still quick to admit that rejection is unpleasant. There has been a lot of research done on this particular issue that has come to the conclusion that we're actually wired to feel pain when we are rejected by another human.

We need to appreciate this stressor more than any other when it comes to minimising our stress levels.

When we are making the transition from a man who cannot approach to a man who approaches every woman he wants we should be focusing on one thing and one thing only; building confidence.

No matter what the woman does our confidence is going to continue building if we keep exposing ourselves.

Of course our ultimate goal is to be able to approach any woman and have her respond well to us. It does feel a lot better to have a woman welcome your presence. But for a time we are going to have to let go of this desire and build some true strength.

If you are struggling to overcome your approach anxiety you need to stop worrying about getting the approval of other people. Focus on your own self growth. Become a confident man so that you can take any action you wish. Once you get to this point you can begin to pay more attention to the responses others give you.

Analysing our approach

Now that we understand the main 4 stressors we can start to analyse our own approaches and understand how we may be causing ourselves stress. Before you attempt to do this I will provide you with two example approaches and give you an idea about what I mean.

Example One

Setting: A popular night club with many people and loud music

Approach: "Hi, sorry for interrupting. I just wanted to say that you are really cute. Have a good night." **(Leave)**

So here we have a very simple approach. Let's take a look at how each stressor relates to it.

Length of interaction: The interaction should only last between 5-10 seconds before you politely leave. This will greatly reduce your stress levels before you approach.

Faking emotion state: If you are attempting to lower your stress levels then you would say this opening without considering your emotional state. Say it how you feel. If you have already developed some confidence

and can handle the extra pressure you can certainly begin to put on a more cheerful or playful attitude to help raise the comfort levels of the woman you are approaching.

Setting: Some men will find the fact that this approach takes place in a busy nightclub appealing. In a nightclub environment there are many women available for us to practice our approaches. The sheer amount of opportunities may make this exercise a lot less daunting.

Rejection: It is almost impossible for a women to reject us using this approach. We are asking nothing of her and we are ejecting ourselves from the interaction almost immediately. The worst a women can do is ignore us which is very tame compared to a flat out rejection.

The goal of this approach is not to make the woman like us or feel attraction for us. Its sole purpose it to help expose you to the stress of approaching but in a manageable way. If she responds well this is awesome! If she responds negatively this is ok too. The response does not matter in this case. If you keep this in mind you will feel a lot less anxious.

This particular approach is a great example of where most men can start. I assure you that even with this very simple and quick opening you will still feel some level of anxiety. That is quite alright. As long as you are still able to make the approach you will get great benefits.

Example Two

Setting: A popular shopping mall during the day

Approach: "Hi!" *Conversation for 2-3 minutes* "Unfortunately I have to go but you seem really cool so I'd like you get your number. (get number) Have a good day." **(leave)**

Let's have a look at each stressor again and see how this approach is different.

Length of interaction: This approach will last up to 3 minutes depending on how well you are received by the woman. This is going to cause more stress than the previous approach.

Faking emotional state: In order to have a conversation with someone you may need to be somewhat pleasant with them. If you're not exactly feeling happy this may take more effort. If you can handle it, do it. If you can't, don't.

Setting: An approach during the day may seem harder for most men. The truth is that women generally aren't expecting to be approached while they are out doing their day to day shopping. As this type of behaviour is slightly out of the social norm it may be more difficult to do. Ultimately it is your own personal preference that will dictate if this setting is more or less stressful for you.

Rejection: At the end of the conversation we are asking for her contact details. We do, on some level, require her approval in order to get this. If we're looking to get a phone number, a kiss, a dance, sex, or anything else from her we are hoping she likes us enough to want this too. This is a good thing to want this. However it will cause us more stress if we enter an interaction hoping to get one or more of these things.

The fact that we are asking for something from her is opening the door to a big fat rejection. Remember, don't try to do this if you're already having trouble with the previous approach. This is an example of how we

can begin to increase our stressors and make our approaches more difficult.

This second example is considerably harder to do than the first example. Walking up to a woman and making a statement with the full intention of leaving immediately is WAY easier than trying to hold a conversation. You will experience much higher fear going for the more difficult approach.

Now I want you to examine your own style of approaching and get an understanding about how these stressors apply to you. Have you been hoping for great responses from every woman? Were you hoping to have long conversations and interactions? Were you trying to display an attitude of excitement when you were really feeling quite flat? All of these things make it much more difficult.

Once you have been practicing the system you are about to learn you will be able to handle more stress while approaching. Eventually, you will want to begin really focusing on getting great responses from women. That is actually the goal of this book. I want you to be able to approach any woman you like, however you like. Before we can do that however we may need to get back to basics and put those things aside while we work on ourselves.

Summary of Chapter 5

1. An approach is made up of many different elements.

2. Some elements may cause us to feel extra stress. These are called **Stressors.**

3. Stressor 1: Length of interaction – The longer we try and remain in an interaction, the more stress we will feel.

4. Stressor 2: Faking our emotional state – Trying to display a 'persona' that is different to how we really feel will stress us out.

5. Stressor 3: Setting – Some environments will cause more stress than others. Find the setting that you feel is most comfortable when beginning.

6. Stressor 4: Rejection – Getting rejected feels unpleasant. The more we ask of someone the greater the risk of rejection. Higher chance of rejection will cause us to feel more anxiety.

7. Analyse your own approaches to find out your current methods may be causing too much stress.

Chapter 6: The Work Out

Theory time is over baby. It is now time to put everything into practice and start making progress. I am going to give you a 'work out' routine of sorts. If you follow this plan you WILL get massive results.

The plan outline

You will be going out at least once a week, twice if you want to speed up your results. You will be approaching 20 women in a single session. The session may last as long as it needs to. You will be approaching in a way that causes you to feel anxiety and yet is still manageable enough for you to actually approach.

Simple. Right?

I will now bring all of the previous pieces of this puzzle together and tell you exactly how you will be able to accomplish this.

We will be drawing a lot of parallels between building confidence and building muscle. In fact if we start trying to build our confidence like we build muscle we will begin to think in a much more helpful and positive way.

Building muscle metaphor

There is already a lot of existing information on how to build muscle. Most of you reading this book will already have a fairly decent understanding of what type of exercises to do and how to do them properly if we want to become larger.

For instance, if we want to increase the size of our biceps we know that we could do bicep curls. We know that we should do approximately 10 or so repetitions of the movement. We know that we should use the appropriate amount of weight so that when we reach 10 or so repetitions our muscles are feeling strained and fatigued. We understand how this

process causes our muscles to breakdown and then rebuild themselves to become even stronger than they were before.

We are going to start thinking the same way when it comes to building confidence. I am going to give you an exercise. I will tell you how many repetitions to do. I will also educate you on how to find the appropriate 'weight' so that after you do the exercise you are feeling strained and fatigued. Through this systematic way of training your body will become stronger and you will feel less anxiety over time.

Why 20?

I have come to this figure through my own personal experience and in response to feedback that I have been provided by other men who have gone through this program.

I found that anything under 10 approaches is too easy. It is at around 10-15 approaches that we really begin to feel a definite strain or mental fatigue. Once we have pushed through this barrier successfully we begin to feel as though we have given ourselves a definite work out.

This number is not scientific by any means. However it has been the number that I have felt I have gotten the best results with.

Finding your ideal 'weight'

Now that we know we must do 20 approaches we must identify exactly *how* we will be approaching. If we try and approach in a way that creates too much anxiety we will not be able to approach. If we approach in a way that doesn't cause anxiety at all we are not going to experience an increase in confidence. We need to find the perfect balance.

What method do we use to discover the type of approach that is perfect for us? Trial and error. You will go out and try to approach women and see what happens. You will use real data.

First you will need to choose a type of approach that you would like to practice. I have provided you with 2 examples in the previous chapter.

You can use one of these examples or create your own. You will then go out to a bar, club or busy street and attempt to approach women.

If you were unable to approach 20 women this means that you were feeling too much fear. The approach style that you chose was too stressful for you and you need to lower one or more stressors.

If you were able to able to approach 20 women easily and did not feel any mental fatigue your approach was not causing enough stress. You need to increase one or more stressors.

If you approached 20 women even though it was difficult and you feel like you've really pushed yourself your approach was just right.

Trying to lift too much weight

Most men will look at guys who are successful with women and try to emulate their actions. They watch the way they approach or take their advice and try to mimic it exactly. They do not realise that in order to what the successful men do we need to have a certain level of confidence first. If we don't have a sufficient level of confidence we are going to feel too much anxiety and scare ourselves out of taking action.

It is similar to a man walking into a gym and seeing other men with huge muscles. He wants to have huge muscles as well so he looks at what those men are doing. He sees them lifting heavy weights and he wants to do that as well so he can get huge muscles too. He loads up a bar full of weight just like he saw the other guys do and he tries to lift it. Nothing happens. He strains as hard as he can but he isn't able to lift the bar a single inch. He soon gives up and goes home. Not understanding the real reason he can't lift the weight he decides that he was not trying hard enough. He goes back to the gym a week later and tries again. His attempt is not successful yet again (obviously) and he blames himself for not trying hard enough as he leaves the gym with a feeling of failure.

This is what most men are doing. It is obvious to us when we cannot lift a weight in the gym that we are not strong enough and we need to

lower it. It isn't as obvious when we are talking about weight that exists in our own mind.

When should we begin to increase stress?

When we work our muscles in the gym our muscles eventually get stronger and we need to increase the resistance. The same applies when we are building confidence. There will come a time when the approach you have been using becomes too easy and you feel as though you can handle more. Generally you will reach a point where you WANT to do more. This is great.

You can actually increase your stress load at any time you like. As long as you are still able to expose yourself to 20 approaches you are going to make progress.

The trouble comes when you begin to add stress too quickly and end up causing yourself to become paralyzed. The way that you can identify if you're adding too much stress is through results. Did you approach 20 women? Yes? Great. No? Cut things back.

As a personal recommendation I would suggest that you only raise the difficulty of the approach once you have successfully approached 20 women in 4 consecutive sessions. Make sure that you have proven to yourself that are strong enough to handle the approaches you are currently practicing.

However, the goal of this program is for you to become completely self-managing of your own progress. Increase or lower the stress of your approaches as you think you need to. Just remember the most important question... can you do 20?

How long should I continue doing these exercises?

As long as it takes for you to be able to approach whoever you want, whenever you want, wherever you want, and however you want. This will obviously vary from person to person. Most people will be fully functioning within 6 months. However there is nothing wrong if it takes longer than this.

No matter how long it takes as long you keep doing the approaches you are going to build confidence. This isn't just my opinion, this is a fact.

Structure your evenings

I know a lot of you also enjoy your evenings out and do not want to sacrifice any part of your social life. I can appreciate that.

I would recommend that if you do still want to have a fun evening that you separate your night into two sections. The first section will involve your exercises. In the second section you can do anything you like.

Work now, play later. You'll take this seriously if you care about getting the results you want quickly.

How the program works

Each time you approach a woman you will experience fear. If you have followed the principles in this book you will be approaching in such a way that creates enough fear to become uncomfortable but not enough to stop you from taking action.

Through repetitive exposure to the approach your body will begin to stop releasing as many hormones that cause you to feel fear. This is a gradual process but it DOES work. This has been proven over and over again in scientific studies of fear. Even if you do not feel it from one approach to the next this process IS HAPPENING.

As your body becomes accustomed to approaching you will feel less anxiety. This drop in anxiety will cause you to be able to approach without feeling as much resistance. You would describe this feeling as 'confidence'.

The side effects that you would generally experience such as shaky hands and voice will begin to cease. The lack of anxiety will also allow you to think clearer and you will have much more control over your own thoughts. They will tend to become more positive and reinforcing.

Your drop in anxiety levels will also make you more attractive to the opposite sex. This will mean that when you approach the amount of women that respond well to you will begin to increase.

This does not mean things will become easier however. If you wish to become even MORE confident you will need to increase the stress of your approaches as you get stronger. This ensures that you will not plateau and you will continue to get better results.

Eventually you will reach a point where it does not matter how or who you approach. You will be able to do 20, or as many approaches as you wish. You will be able to do that because your body has learnt over time to stop releasing the hormones that would normally stop you.

Once you get to the point where you can approach any girl in any way you desire your success is essentially guaranteed. You will be able to take every piece of advice and put it into action immediately. Through your experiences in approaching you will learn and become more proficient. You will continue to grow in confidence and you will notice women finding you more and more appealing.

Then you are free.

Summary of Chapter 6

1. 20 approaches in each session.

2. We build confidence in the same way we build muscle, through repetition and consistency.

3. If you cannot approach 20 woman in one session your approach is too difficult.

4. As a general rule, do not make your approaches harder until you have successful approached 20 women 4 sessions in a row. However the goal is for you to be completely self-managing.

5. Complete the exercises until your anxiety is no longer a problem.

6. Split your evening into two parts, work and play.

Conclusion

If you follow the advice in this book your life will change.

You must always keep in mind that the purpose of this program is to build confidence and allow you to do what is required to make success happen for yourself. This is not dating advice. This is not a suggestion for how you should act to attract your ideal partner. It is designed to allow you to overcome your fears so you can really start to make progress.

Once you have mastered your anxiety you should really begin to focus on your own personal goals and seek to achieve them. Start to incorporate other dating advice and really think about your short term and long term goals in your dating life.

I sincerely hope that you found the information in this book useful. I want you to start applying it in your life and getting the results you've always wanted. I know that if you take what I've said in this book seriously and make use of it you're going to see massive results.

Most of the advice I've given isn't mutually exclusive to improving your dating life either. If you have fears that are holding you back in any area of your life you can apply the same principles to overcome them.

I wish you the best of luck with your journey and I look forward to hearing about your new found success!

E-mail me

Please email any comments, feedback or testimonials to feedback@approachhernow.com.

Online Coaching

Would you like to receive individual coaching from me personally?

Do you have questions relating to your specific situation that you would like to ask me?

Do you have a unique problem that you're not sure how to overcome?

Visit www.approachhernow.com/approachanxietycoaching/ to find out how to get coaching from me directly.

Receive Skype Coaching Here

CLICK THE BUTTON ABOVE TO BOOK YOUR ONE-ON-ONE COACHING SESSION WITH ME.

Don't get me wrong, if you follow the advice in this book you WILL destroy your approach anxiety. But if you really want results as quickly as possible you can receive direct advice and feedback from me personally. Yes, get coaching directly from ME via Skype.

Visit www.approachhernow.com/approachanxietycoaching/ to book your first 50 minute Skype session with me.

All students get one month of unlimited e-mail support with each coaching session.

If you're serious about overcoming your approach anxiety there is no better way than to add personalised coaching to the advice you've received in this book.